

Message Text

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ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 EPA-04 OES-06 /031 W
-----021140Z 021830 /14

R 011515Z APR 77
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
SECSTATE WASHDC 5796
INFO AMCONSUL LENINGRAD
AMEMBASSY VIENNA
AMEMBASSY WARSAW

UNCLAS MOSCOW 4429

STATE PASS EPA FOR STRUTHERS AND BALLINGER

USDOC FOR BEWT/TPD/ROBB AND BEWT/OEWTB

VIENNA FOR VONTILLIUS

EO 11652: NA
TAGS: BEXP, UR
SUBJECT: FINAL REPORT ON WATER POLLUTION CONTROL SME

1. SUMMARY: CLEAN WATER '77 WAS BEST ATTENDED SEMINAR/EXHIBIT HELD TO DATE IN COMMERCIAL OFFICE. OPENING DAY CROWD EXCEEDED 150 AND LECTURE ATTENDANCE ON SUCCESSIVE DAYS RANGED BETWEEN 75-100. ATTENDEES EXPRESSED PARTICULAR SATISFACTION WITH TYPE AND QUALITY OF EQUIPMENT ON DISPLAY. FROM POST EVENT DISCUSSIONS BELIEVE POSSIBILITY FOR SHORT AND MEDIUM TERM SALES OF U.S. WATER POLLUTION MONITORING EQUIPMENT IN USSR ARE GOOD. ON MINUE SIDE, SHOW DID NOT GENERATE OFF-THE-FLOOR SALES AS DID PREDECESSOR EVENT CLEAN AIR '76 A FACT WHICH DISAPPOINTED SEVERAL EXHIBITORS WHO HAD COME TO MOSCOW WITH HIGH HOPES FOR IMMEDIATE BUSINESS. IN SPITE OF THIS BELIEVE CLEAN WATER ON BALANCE HIGHLY SUCCESSFUL EVENT AND RECOMMEND PLANNING ON S/ME IN ENVIRONMENTAL AREA DURING SPRING OF 1976, HOPEFULLY WITH EPA COOPERATION, END SUMMARY
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2. FINAL REPORT FOR CLEAN WATER '77 AS OF COB MARCH 25, 1977:
FORMAT FOLLOWS:
1. WATER POLLUTION CONTROL EQUIPMENT SEMINAR/EXHIBIT
2. U.S. COMMERCIAL OFFICE, MOSCOW, MARCH 21-25, 1977
3. AGENTS APPOINTED - 0
4. FLOOR SALES - 0

12 MONTH PROJECTION \$400,000

5. TOTAL NUMBER OF PARTICIPANTS - 9 PAS FOR 9 COMPANIES:

A. NEW TO EXPORT: 0

B. NEW TO MARKET: 2

C. OLD TO MARKET: 7

D. FULLY ACHIEVING OBJECTIVE: 2

E. PARTIALLY ACHIEVING OBJECTIVE: 3

F. FAILING TO ACHIEVE OBJECTIVE: 4

3. HIGHLIGHTS AND COMMENT -- IN SHEER TERMS OF ATTENDANCE CLEAN WATER '77 WAS MOST SUCCESSFUL EVENT EVER STAGED ON USCO PREMISES. OVERFLOW CROWD OF OVER 150 WAS ON HAND FOR OPENING OF EVENT WITH DAILY ATTENDANCE AVERAGING BETWEEN 75-100. AUDIENCE WAS COMPOSED PRIMARILY OF TECHNICAL SPECIALISTS FROM WIDE SPECTRUM OF SOVIET INDUSTRIAL MINISTRIES FACED WITH POLLUTION PROBLEMS, AS WELL AS HYDROMET. MAKE UP OF AUDIENCE CHANGED WITH EACH LECTURE AND WE ESTIMATE THAT IN TOTAL BETWEEN 350-400 PEOPLE ATTENDED EVENT, INCLUDING HYDROMET DEPUTY DIRECTOR TOLSTIKOV, AND MATROSOV, DIRECTOR OF MOSCOW WATER AND SEWAGE ADMINISTRATION.

4. WHILE EVENT GAVE ALL PARTICIPANTS A MAXIMUM OF EXPOSURE, FAILURE TO REGISTER OFF-THE FLOOR SALES WAS A DISTINCT DIS-APPOINTMENT FOR MANY OF THEM. EXPERIENCE AT CLEAN AIR '76, WHERE OVER \$150,000 IN IMMEDIATE SALES TOOK PLACE, AND PRIOR SUGGESTIONS BY SOVIET SPONSOR HYDROMET THAT IT LIKELY TO HAVE IN HAND SIZEABLE HARD CURRENCY ALLOCATION FOR IMMEDIATE PURCHASES, RESULTED IN CREATION OF VERY HIGH EXPECTATIONS AMONG EXHIBITORS. HYDROMET'S EXPECTED ALLOCATION, HOWEVER, DID NOT MATERIALIZE AND NO OFF-THE-FLOOR SALES TOOK PLACE AS A RESULT.
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FROM POST MORTEM WITH HYDROMET AND FTO MASHPRIBORINTOR IT APPEARS THAT FACT CLEAN WATER '77 IS BEING FOLLOWED IMMEDIATELY BY CHAMBER OF COMMERCE SPECIALIZED EXHIBITS METROLOGY AND SVAJZ SIGNIFICANTLY DAMAGED CHANCES OF OBTAINING SPECIFIC BUDGET ALLOCATION FOR S/M-E. MASHPRIBOR OFFICIAL RESPONSIBLE FOR PURCHASE OF POLLUTION MONITORING EQUIPMENT ALSO VOLUNTEERED OBSERVATION THAT WATER POLLUTION CONTROL EQUIPMENT LESS FAMILIAR TO SOVIET THAN THAT FOR MONITORING OF AIR POLLUTION DISPLAYED LAST YEAR AT CLEAN AIR S/M-E AND THUS THERE WAS RELUCTANCE TO MAKE COMMITMENTS WITHOUT ADDITIONAL STUDY.

5. BOTH MASHPRIBOR AND HYDROMET EXPRESSED CONSIDERABLE SATISFACTION WITH TYPE AND QUALITY OF EQUIPMENT ON DISPLAY. FTO VENTURED OPINION THAT S/M-E APPROACH EXCELLENT TOOL FOR INTRODUCING SPECIALIZED EQUIPMENT TO WIDE RANGE OF SOVIET SPECIALISTS. PURCHASES OF THIS TYPE OF EQUIPMENT WOULD BE MADE IN FUTURE AND PRODUCTS OF SEVERAL PARTICIPANTS PARTICULARLY ORION, PERKIN-ELMER AND ISCO HAD VERY GOOD SALES PROSPECTS. SINCE EXHIBIT CLOSED ONE

ORDER HAS ALREADY BEEN PLACED WITH BECKMAN FOR MODEL OF EQUIPMENT DISPLAYED AT SHOW.

6. BASED ON EXPERIENCE AT CLEAN WATER '77, WHICH LARGEST UNDER-TAKING ATTEMPTED ON PREMISES TO DATE, USCO HAS FOLLOWING OBSERVATIONS: A) IT IS VERY ADVANTAGEOUS TO BE ABLE ACTUALLY TO DISPLAY HIGH TECHNOLOGY EQUIPMENT AT A S/M-E AND COMPANIES SHOULD BE URGED TO DO THIS WHENEVER POSSIBLE. AT SAME TIME EXCEPTIONAL CARE MUST BE TAKEN IN CONNECTION WITH ALL S/M-E EVENTS NOT TO INSTILL IN PARTICIPATING FIRMS EXPECTATIONS OF IMMEDIATE SALES, NO MATTER HOW ENTHUSIASTIC SOVIET PARTNER MAY SEEM AT OUTSET OF PLANNING FOR EVENT. B) EVERY EFFORT MUST BE MADE TO INSURE THAT EXHIBITORS BRING AN ADEQUATE SUPPLY OF LITERATURE. AS WE HAVE REPEATEDLY STRESSED SOVIET ATTENDEES ARE ENAMORED OF TECHNICAL AND TRADE LITERATURE AND OUR (OR FIRMS') ABILITY TO SUPPLY THEM WITH THREE OR FOUR COPIES OF SUCH MATERIAL WILL MAKE A SUBSTANTIAL LONG-TERM CONTRIBUTION TO TRADE PROMOTION AND FAMILIARIZATION.

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TION WITH U.S. PRODUCTS. FOR THIS PARTICULAR EVENT EVERY FIRM SHOULD HAVE BEEN TOLD TO BRING NO LESS THAN 500 RPT 500 BROCHURES. IN FACT, LITERATURE SHORTAGE PROVIDED A CONSTANT IRRITANT THROUGHOUT CLEAN WATER '77. SEVERAL COMPANIES, HOWEVER, INSISTED THAT THEY HAD BEEN INSTRUCTED BY USDOC TO BRING ONLY 50 AND WERE FORCED SEVERELY TO RATION THEIR MATERIALS THROUGHOUT EVENT. IN FUTURE PARTICIPANTS MUST BE INSTRUCTED TO BRING 500 COPIES OF THEIR LITERATURE.

:) IN THE USSR IT IS BECOMING MORE AND MORE BENEFICIAL TO STAGE TRADE PROMOTION EVENTS IN AREAS WHERE SCIENTIFIC TECHNICAL BILATERAL EXCHANGE AGREEMENTS EXIST. THESES SHOULD BE DEVELOPED WITH THIS IN MIND AND INCREASED EFFORTS MADE TO ENLIST TECHNICAL EXPERTISE OF SPECIALISTS FROM OTHER USG AGENCIES WHICH ARE INVOLVED IN AMERICAN-SOVIET EXCHANGE PROGRAMS. FOR EXAMPLE, PARTICIPATION OF BALLINGER OF EPA, WHO WAS WELL-KNOWN BOTH TO PARTICIPATING U.S. FIRMS AND TO HYDROMET, PROVED TO BE A MOST VALUABLE ASSET AT CLEAN WATER '77. BALLINGER WAS IN UNIQUE POSITION OF BEING ABLE TO TALK TO SOVIETS AS BOTH A TOP TECHNICAL EXPERT AND A MAJOR PURCHASER AND USER OF THE EQUIPMENT ON DISPLAY. IN ADDITION, HIS SCREENING OF SEMINAR PAPERS HELPED TO INSURE HIGH QUALITY OF PRESENTATIONS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
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Decaption Note:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
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Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2927255
Secure: OPEN
Status: NATIVE
Subject: FINAL REPORT ON WATER POLLUTION CONTROL SME
TAGS: BEXP, UR
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/0fa28bab-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009